

THE TOWN OF JAY

By Francis P. Coffin.

In the centre of one of the best agricultural sections of this part of the country lies Jay, Florida, where the farmer is independent, and lives on the fat of the land. Without doubt the lands lying in and around Jay are among the most fertile to be found in the state.

This statement is not made by an interested citizen of the town or by one who will profit in any way by the influx of settlers, which is bound to come within the next few years. It is the general consensus of opinion voiced by those who have seen the lands of this state and of others, who are practical farmers, and who are considered authorities on southern lands. It is made with a view of inviting investigation by those who are seeking a farm where the natural soil produces crops, and with the aid of a fertilizing stimulus will greatly repay the grower in abundant increase of yield.

A visit will satisfy one who knows, for the broad fields, well fenced, the growing crops, the modern houses, well filled barns and smoke houses, give assurance of the prosperity of the tillers of the soil.

Jay is in the cotton section and cotton is the staple crop, to bring the full money. There were more than 1,300 bales of cotton raised within a small radius and ginned by the three cotton gins in Jay, and within close range. It is estimated that this was grown on about 2,000 to 2,500 acres.

Corn also gives an abundant yield per acre, and with oats, which yield from three to five tons per acre, hay, peanuts, etc., which form a large acreage on each farm, the farmers have their year's stock feed, with plenty for the market.

The farmers of this section seem to have learned the secret of true living, as is evidenced by the large quantities of food stuffs which are grown for home consumption. Corn, potatoes, sugar cane, Irish potatoes, and well assorted varieties of vegetables, are commodities that are found on every farm.

Cabbage, Irish potatoes and strawberries are now being grown for the market, and prospects seem good for an even more prosperous condition to exist in the near future.

Large numbers of hogs, cattle, and goats are found in the woods or pasture, and bring to the stock farmer rich rewards for his trouble in raising them.

The farms range in size from a two to a twelve-acre farm, and machinery is rapidly taking the place of the old one-horse plow, and hand planting methods. Many traveling men and others who come to Jay are struck with the general conditions surrounding in us, and are either investing in lands while they are comparatively cheap, or are planning to do so in order to profit by the advance in price, and enhancement in value which is sure to come within a very short time.

The town proper is incorporated and is about one and one-half miles long by one mile wide, and has a population of about two hundred fifty. It is situated near the Florida-Alabama line, about seven miles from Pollard, Ala. One of the advantages that Jay has over her sister towns, is that it is on an elevation, far above high water mark of the Escambia river, and tributary creeks. Water stands on the ground only a short time after a heavy rain fall, and work is hindered but very little. During the recent flooded condition of the river, when Pollard, Brewton, and other nearby towns were inundated, and traffic on the L. & N. railroad was suspended for about ten days, Jay suffered no inconvenience, save lack of communication for a short time. A few hours after the rains had ceased, work on the farms was resumed, and most of the spring planting has been done.

Business Establishments. While Jay is small at present in



Characteristic Scenes at the Thriving Little Town of Jay, Fla.

numbers, the surrounding country supports four general stores, which carry large stocks of everything needed by the people of Jay and the country at large. The amount and variety of stock is being gradually increased, as the demand is made. Some of the stores would be a credit to a much larger place.

Jay boasts also of a drug store, which, though small, carries those drugs and medicines which are needed and called for.

Besides these there are within the corporate limits a well equipped blacksmith and repair shop, two grist mills, a lather shop, two cotton gins, and a sawmill. All the lumber needed for any class of building is cut at this mill, from heavy ship stuff to the smaller sizes, which are used in the building of the dwelling houses and barns, of which Jay possesses many, built for comfort and convenience.

Health. One of the most essential things to be considered in selecting a place of residence is the health of the community. Being on an elevation, Jay is comparatively free from malaria, as there is no stagnant water to breed mosquitoes. The writer, coming here from another section of the state, about five months ago, in a rather run-down condition, gained twelve pounds during the first month, and has enjoyed unusually good health as a whole. The water is good, coming



A Flower Among the Velvet Bean Vines, Jay, Florida.

from deep wells, of which there are many.

Hotels.

A ten-room hotel provides for the accommodation of visitors, while there are always a number of regular boarders. The rates are reasonable, and good country fare is provided. There are, besides the hotel, one or two other houses, where regular boarders are taken, and all alike serve those things which one looks for in a farming community, and are indeed treats in places of large population.

Schools.

Jay is fortunate in having an excellent school. It is the second only, in numbers, in the county and has an enrollment of about one hundred sixty pupils, under the supervision of four teachers. For the past three years additions have had to be made to the building for the accommodation of the increased attendance, and next term will witness the building of another addition, and another added to the corps of teachers.

There is a plan on foot at present, and with ample assurance of success, for the establishing of the county high school at this point. This will mean the building of a large five to six thousand dollar school building with all the conveniences for an up-to-date high school. It will mean a greatly increased attendance on account of the higher pupils of the rural schools coming to Jay for the course we can then offer them, without the expense that would be necessary in leaving the county to attend higher institutions of learning. It means keeping the boys and girls at home, and yet giving them the advantage of the courses of study they will need in the battle of life. A good school is the making of the future men and women of any town or city, and Jay can well boast of her school facilities. The present term is drawing to a close, after a successful period of study for the pupils, and with glowing prospects for the future.

Churches.

Hand in hand with school work goes the church for the moral uplift of the citizens. At present Jay has but one church, the Baptist. However, it is well established and has a large enrollment of members. Services are held twice a month by the pastor. Other services are held at times by pastors of other denominations, who fill the vacant Sundays.

Lodges.

Those who are members of lodges will find Jay is also supplied with camps. There are two represented. Both the W. O. W. and Masons have large memberships, and are doing good work along their special lines.

Bank and Railroad.

Besides the lines of business represented, there is now good reason to think we are soon to have a bank established at Jay. It is a badly needed institution, as at present all banking business has to be done with outside towns. The citizens of Jay are determined that they will have all the

conveniences of larger towns, and the bank is almost an assured thing. Within a few years it is believed that one of the many railroads that come within a few miles of Jay will build a branch through this section of the country in order to get the passenger and freight traffic that will soon pay them for the expense of building the road.

Jay is one of the coming towns of West Florida, and money invested here now will pay in a very short while, a good interest.

A drive through Jay and the immediate vicinity will prove the value of the land, and please the eye with the beauties of nature which surround us. A rural mail route has recently been established, making a circuit of about twenty-five miles, and bringing the mail daily to the door of those who live along the route of travel, and doing away with the necessity of driving twelve to fifteen miles once a week to Jay to get the news of the outside world. The business done at the Jay postoffice has greatly increased since the establishment of this route, and conditions are accordingly bettered for miles south of our little town.

UP AT JAY.

By Francis P. Coffin.

Up at Jay dere's nothin' lackin' Of de goods dat natur' yields, For we's got de eats an' wearin's, Growin' in our very fields.

Yep, de rains dey comes a plenty, An' den quits jes' when dey should, Den de sun comes out a shinin', An' de crops grows mighty good.

Cose we plows a little some time, Den we hoe a little grass, Den we kiver up de leavin's, So it won't grow quite so fas'.

Gee, de corn just comes a whoopin', An' de knows it gotta grow, An' de pinders an' de goobers, Try to kiver up de row.

Watermillions? Laws-e-massey! Jest kin tote one in a sack; Taint no kid kin tote it neder; Takes a man what's got a back.

Can't tell me bout city livin'; Nothin' doing dere fer me, Long as Jay got lan' a plenty, An' de crops grows dat-a-way.

Sugar cane, it grows de sweetest, Taters? Dey grows mighty fine! Collards flavored up wid hambone, Den you got dis coon a gwine.

Pass de lasses—sho' we made it! Ain't I tol' you dat befo'? Rastus, shove me up dat hoe cake 'Fo' I put you out dat do!

This am livin' 'thout no foolin', Farmin' roun' here close to Jay, Thanks to goodness I ain't dead yet, I's right here, an' gwine to stay.

Ain't no use a tryin' to tell me! We just holds our haid up high; W'en we passes oder places, Or we hustles right on by.

Rain an' sunshine all de summer, Neber heared no body say; Dat de wadder don't suit 'em, When dey's livin' here at Jay.

Every body livin' happy, Happy all de live, long day; Caze dey ain't no chance fer cryin' When dey's livin' up at Jay.

J. T. NOWLING IS PROSPERING AT JAY

J. T. Nowling deals in general merchandise at Jay Fla., and is one of the best known men in his section of the country.

He receives his annual percentage of the prosperity at Jay, and has a fine country trade, which places his business on a solid and very satisfactory basis.

Jay is one of Santa Rosa county's most progressive centers, and Mr. Nowling conducts his business entirely in keeping with the progress of the town.

He has a splendid trade, and friends by the hundreds in the rich territory which surrounds Jay.

Town of Jay Shows Steady Growth.

Jay was incorporated and held its first city election Sept. 1, 1911. The present officers of the town are:

Mayor—W. E. Cannon.
Clerk—J. T. Nowling.
Marshal—O. M. Wolfe.
City Council—T. Hawsey, R. L. Bryant, S. Z. Bellah, W. E. Moore and W. M. Dunford.

The town was founded by J. T. Nowling and T. G. Cannon 12 years ago and has made a steady growth since. The people have come from all sections. Within the past six months several families have arrived from northern Alabama and Tennessee and more will come next fall.

Jay contains a saw mill, blacksmith shop, two cotton gins in the corporate limits and two just outside, grist mill, drug store, barber shop, four general stores, three lodges, a church, and a good public school with four rooms. The teachers in the school are Mr. Francis P. Coffin, principal; and Misses Viola Savel, Myra Burgamy and Martha Morrison.

J. T. Nowling is postmaster and his son, H. D. Nowling, is clerk. The latter has compiled the following figures showing postoffice receipts for five years:

1908\$214.65
1909234.91
1910312.00
1911365.81
1912348.78
1st quarter 191390.39

Jay is looking forward to the coming of a railroad and when this transpires, as it is pretty sure to do in the near future, the finely located town in one of the richest agricultural sections of the South will develop into a city of recognized importance.

"Mah breddren," cried a Boston colored preacher, "ye must be like great Caesar's ghost—above susspishun."—Life.



Pine Trees Now Being Turpented. They Will Soon Be Cut and This Land Will Then Be Settled and Cultivated by Farmers.

MILTON DRUG CO. PRESENTS FINE APPEARANCE

J. H. STEWART KEEPS ONE OF THE CLEANEST, AND MOST ATTRACTIVE DRUG STORES, IN THE COUNTY OF SANTA ROSA.

Born and raised in Milton, with a business experience of 18 years, and in business for himself for the past four years, is the record of J. H. Stewart, proprietor of the prosperous Milton Drug Co., of Milton.

He handles \$12,000 worth of business a year, carries a stock valued at \$7,000.



J. H. STEWART, Drug Store, Milton, Florida.

and has one of the neatest and cleanest places of business in the whole county of Santa Rosa. Everyone knows and admires his at-

tractive store, and as an up-to-date and worth-while business man, he has few equals in the county.

The Milton Drug Store, in fact, is one of the pleasing spots in which to "drop in" while in Milton for anything in the line which is usually carried by the drug stores of cities, which are many times larger than Milton.

J. H. Stewart is a man who enjoys the good will and confidence of everyone, and his store and his business show it.

"ARCADIA FARMS" ARE SUCCESSFUL

The Arcadia farms, near Milton, present one of the finest experimental districts in the county of Santa Rosa, although the work there has long since past the experimental stage, to broaden into the highways of complete and telling success.

The Simpson farm consist of over 775 acres, and is equipped with all modern farm machinery.

This splendid farm produces Rhode

Island Red chickens, Bronze turkeys, Berkshire hogs and other fancy products of intelligent farming.

Blooded stock is an enterprise which is meeting with success, and the success of the "Arcadia" will have a far-reaching effect upon the farming interests of Santa Rosa generally.

J. D. NORED IS A MERCHANT OF JAY

Jay, Florida, has a live, progressive merchant in J. D. Nored, who keeps the Racket Store, and pays the finest kind of prices for country produce. The people of Jay have had every reason to appreciate his enterprise and business integrity, and his has been a store in which no little interest has always been taken by people all over the particular territory covered.

Mr. Nored has many friends and his store fills a need in Jay which is thoroughly appreciated by hundreds of customers.

If You Are Interested

In a Farm or a Nice Water Front Lot on The Narrows (Santa Rosa Sound.) Write Me

JOHN J. MCINTYRE
MARY ESTHER, FLORIDA

J. T. NOWLING

Dealer in

General Merchandise

Jay, Florida

WILL BE GLAD TO COMMUNICATE WITH ANYONE REGARDING JAY OR SANTA ROSA COUNTY

The Racket Store

J. D. NORED,
Manager

Dealer in

General Merchandise

Highest Price Paid For

COUNTRY PRODUCE

Jay, Florida.